

Message Text

UNCLASSIFIED

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ACTION EA-12

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FM AMEMBASSY MANILA
TO USDOC WASHDC
INFO SECSTATE WASHDC 5647

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E.O.11652: N/A
TAGS: BEXP, RP
SUBJECT: SOUTHEAST ASIA REGIONAL COMPUTER CONFERENCE
SEPTEMBER 4-8, 1978, MANILA

REF: A. MANILA 12585, B. LETTER TO ROBERT KELLY, IMM,
USDOC, OCT. 18, 1977, C. MANILA A-187 OF AUGUST 20, 1976

1. AS NOTED REFTEL, THE NUMBER OF PARTICIPANTS FOR
SUBJECT REGIONAL COMPUTER CONFERENCE IS EXPECTED TO BE
ABOUT 1,200 PEOPLE FROM 25 COUNTRIES. THIS SHOW OFFERS
EXCELLENT OPPORTUNITY FOR U.S. COMPUTER COMPANIES,
PARTICULARLY MINI-COMPUTER COMPANIES, TO DISPLAY THEIR
WARES NOT ONLY TO PHILIPPINE MARKET BUT TO A WIDER
AUDIENCE OF SPECIALISTS FROM ALL OVER SOUTHEAST ASIA.

2. AS COMMERCE IS AWARE, EMBASSY MANILA HAS IDENTIFIED
COMPUTERS AND PERIPHERAL EQUIPMENT AS ONE OF THE TEN
BEST PROSPECTS FOR THIS YEAR. THUS, WE RECOMMEND THAT
AN EFFORT BE MADE TO ENCOURAGE WELL-ESTABLISHED FIRMS,
PARTICULARLY IN THE MINI-COMPUTER AREA, TO CONSIDER SHOWING
AT CONFERENCE. COMPANIES WHO ARE CONSIDERING SELLING IN
THIS AREA SHOULD BE AWARE THAT IT IS ABSOLUTELY ESSENTIAL
THAT THEY BE ABLE TO ESTABLISH SERVICING AND SUPPLY
FACILITIES TO BACK UP SALES.TOUSSAINT

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